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A 335.8
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APRIL
1961

Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION

• U. S. DEPARTMENT OF AGRICULTURE



7/11

NORMAN M. CLAPP BECOMES ADMINISTRATOR—Beneath the official seal of the U. S. Department of Agriculture, Secretary of Agriculture Orville L. Freeman (right) and REA Administrator Norman M. Clapp greet visitors, minutes after the Secretary had administered the oath of office to Mr. Clapp on March 9.



Growth Through Agricultural Progress

(See page 2 for Mr. Clapp's first message. Stories on new REA appointees appear on pages 7 and 21.)



A Message from the **ADMINISTRATOR**

In taking office as Administrator of the Rural Electrification Administration I am deeply conscious of the job ahead. It must be our job at REA not only to press forward on some of the old frontiers but also to do our part in opening up the new ones.

In the field of rural electrification, REA and the hundreds of thousands of local citizens who built the rural electric cooperatives have made a great record of accomplishment. In 1935 only 11 percent of America's farms had electricity. Today 97 percent are electrified. Over half of these farms are served by rural electric cooperatives and public power districts financed by REA.

It is this tradition, this know-how, that we seek to apply to the problems ahead:

1. We must give power supply problems top priority in the REA electric program. The demand for rural power is doubling every 5 years, and we must make sure that an increasing power supply is developed apace to meet this rising consumption. We will make loans for generation and transmission facilities where needed. We also will explore, in conjunction with other agencies of government and the electrical industry, the means and methods of interregional transmission ties so that surplus or secondary power of one area can be used in other areas of power shortage and so that the benefits of low-cost hydropower are more widely shared by consumers generally.
2. We must stand behind our borrowers in the struggle for territorial integrity. In many States the right of rural electric cooperatives to continue to serve areas—which were rural when the first lines were built, but which now have become more or less urbanized

(Continued on page 24)

Rural Lines

June E. Panciera, Editor.

Contributors to this issue: Robert Patrick, Lucile Holmes, Donald Cooper, Louisan Mamer, Hubert Kelley, Jr., and Barton Stewart, Jr.

Issued monthly by the Rural Electrification Administration, U. S. Department of Agriculture, Washington 25, D. C. Subscribe to this publication from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price \$1.50 a year; foreign \$2.00 a year; single copies, 15 cents. Use of funds for the printing of this publication has been approved by the Director of the Bureau of the Budget, January 31, 1960 • Vol. 7, No. 11.

SLEMCO'S TARGET



a balanced load



THE biggest fish in the pond doesn't always have the easiest swimming.

The Southwest Louisiana Electric Membership Corporation, the world's largest rural electric co-op, has been struggling to correct a seasonal load imbalance for nearly a decade, and it was only recently that its promotions began to lift the valleys in its demand curve.

"Unlike a lot of cooperatives," says U. J. Gajan, SLEMCO's general manager, "our peak load comes during the hot summer months, when all the air conditioners go on the lines. As long ago as 1952, we were taking positive action to try to lift winter demand.

"Progress was slow at first, but heating has been gaining momentum during the last 36 months—and we expect it to snowball in the near future."

SLEMCO's history is an exciting saga of rural progress. From an original 120 miles of line serving 256 consumers in 1938, it has grown to

include 4,300 miles of transmission and distribution line serving some 30,000 consumers. Rates have been lowered four times, and they are now, according to Gajan, the lowest in Louisiana.

Today SLEMCO is still surging ahead in the neighborhood of Lafayette, a locale that is fairly bursting at the seams. SLEMCO's forecast for 1970 places the number of consumers at over 41,000, with an average monthly consumption per consumer of 600 kwh.

The cooperative has invested \$10 million in plant and equipment already, but it expects to invest additional large sums during this decade. Already preparations are being made to connect some 3,500 consumers during the next 2 years. Tap lines are being built off major lines, and distribution lines are being replaced to handle the increased load. In some instances, new lines are being strung



The Touchet children, Jennifer, Michael, and Alice play safely in the comforting warmth of portable electric heater. This type of unit can warm two large rooms.

parallel to existing lines.

With all this growth, SLEMCO must pay more attention than ever to its load factor. In 1952, the board of directors adopted a rate differential for homes and businesses using all-electric heating. To receive the differential, members had to report the number and type of heating facilities they were using. Later, a SLEMCO surveyor checked them.

During one survey, a SLEMCO employee visited a one-room rural home, equipped with a permanently installed electric wall heater, an air conditioner, a water heater, range, and refrigerator. The tenant, however, had reported two electric heaters, and the employee challenged him. The tenant grinned, and led the employee to a small building behind his house, where another space heater was effectively heating the privy.

The cooperative went so far as to meter heating installations separately

to show consumers the actual cost of electric heating. By January 1957, 68 homes on SLEMCO's lines were being heated electrically.

That year the cooperative became associated with the all-electric Gold Medallion Homes Program. In February 1958, the first Gold Medallion home was introduced to SLEMCO's members, and by September of that year, a total of 15 Gold Medallion homes were completed or under construction. On Sunday, September 7, 1958, the cooperative held its first open-house promotion of a Gold Medallion home. Despite rainy weather, and remote location of the house, over 500 people visited it.

The second open-house promotion, in June 1959, fared even better. Thousands of people visited the home during the first week, and it was sold the day it opened.

In October 1959, four more Gold

Medallion homes went on display. Participating with SLEMCO in their promotion were 2 of Lafayette's largest area developers, 2 home building contractors, and 18 subcontractors. All four homes were sold within a week.

As a result of the popularity of the original Gold Medallion homes, many more were planned throughout SLEMCO's area. In 1960, SLEMCO connected 195 Gold Medallion homes on its lines, bringing its grand total to 607.

"But this is only the beginning," Gajan says.

Just recently the co-op agreed to furnish underground distribution lines and street lighting for an area that will ultimately have 1,800 homes. SLEMCO estimates that about 75 percent of these will be Gold Medallion homes. In newly opened areas, SLEMCO builds the lines to the service entrance of each house and puts in street lights at no cost to the consumer. It also serves

churches, schools, and civic and other nonprofit organizations at a special low rate.

But new Gold Medallion homes are only part of the answer to SLEMCO's load balance problem. What about older homes? While some can and have been converted to all-electric usage, there are many where such conversion is not feasible. After pondering this problem SLEMCO began to promote portable electric heaters. These heaters, of 3,000 and 4,000 watts capacity, require a 240-volt outlet, like that needed for an air conditioning unit.

Gajan says, "We consider every air-conditioner user a potential electric heater customer."

Though the cooperative does not sell the heaters, it has worked hard with a manufacturer and its distributor organization to promote early sales.

"If we can place one or more portable heaters in a home," Gajan says,

Grandmere Charles Judice, a pert 100 years old, sits between old fashioned stove and new portable electric heater presented to her as a gift from SLEMCO.





U. J. Gajan, manager of SLEMCO, keeps the members informed of co-op activities through monthly magazine, Rural Power.

J. P. Gray, vice president and A. F. Arceneaux, secretary-treasurer, pose with Howard F. Young, president of SLEMCO.



"we have enough confidence in electric heating to know that it will sell itself and sell more electricity for other uses."

The members apparently believe this, too, because in the past 3 months more than 119 portable heaters have been placed in over 100 homes. These heaters alone will add 214,200 kwh to SLEMCO's annual load.

"The early success of this relatively new program indicates it will probably skyrocket," predicts Gajan.

SLEMCO is realizing rewarding returns from its Gold Medallion homes, and portable electric heater programs, but this success didn't just happen. In addition to hard work, the co-op had to spend money. Its power use and public relations program expenditures for 1960 totaled \$111,697, compared with \$92,211 in 1959. However, these expenditures were offset by a 5.4 million kwh load increase in 1960 and a rise in revenue of \$80,342.

NORMAN M. CLAPP

Is REA's Seventh Administrator

Norman M. Clapp, of Lancaster, Wisconsin, took office as the seventh Administrator of the Rural Electrification Administration on March 9, 1961. Secretary of Agriculture Orville L. Freeman administered his oath of office.

Born in Ellsworth, Wisconsin, on October 28, 1914, Mr. Clapp was graduated from Lawrence College, Appleton, Wisconsin, in 1937. He is a member of Phi Beta Kappa.

He was administrative assistant to Senator Robert M. LaFollette, Jr., from 1935 to 1937 and from 1939 until 1944. In that position, he was responsible to the Senator for matters affecting rural electrification in Wisconsin.

In 1944, Mr. Clapp bought the Grant County Independent, a weekly newspaper in Lancaster, and he served as its editor and publisher until 1958. From 1953 to 1958, he also was a partner in the Muscoda Publishing Co., Muscoda, Wisconsin, publishers of another weekly, The Muscoda Progressive.

While editing the Independent, Mr. Clapp won a community press award for an editorial on rural electrification. He also handled several public relations assignments for the Grant Electric Cooperative, an REA-financed electric system with headquarters at Lancaster, and participated in other co-op activities.

He is a brother of Gordon Clapp, former general manager and chairman of the board of the Tennessee Valley Authority.

Mr. Clapp married Analoyce Elkington, of Madison, Wisconsin, in 1936. They have three children: David, 21, now serving in the Navy as an electronics technician; William, 15, and Douglas, 11.

SBA Helps Co-ops Locate Surplus Property

Through its Property Sales Assistance Program the Small Business Administration will aid REA borrowers in procuring surplus government property. This program consists essentially of locating surplus government property which might help small business concerns to expand or repair their facilities. Many items of new and used equipment, in the electrical and communication category, are frequently offered for sale. SBA advises that the property sales specialist in each region has been instructed to mail the "application for personal property sales assistance register" to all REA borrowers in his region. This form includes a checklist of commodities, many of which are continuously being offered for sale by various government agencies. The return copy is a self-mailer and, when the SBA office receives it, the applicant's name will be added to the "Want List" register. Applicants will be notified when sales are held that include items of surplus Federal property in which they are interested.

SBA maintains field offices in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Dallas, Denver, San Francisco, Seattle, Los Angeles, and Detroit.



Co-op leaders took over Dallas in mid-February as nearly 400 members of the National Telephone Cooperative Association convened at a major hotel, and the Memorial Auditorium (above) hosted 7,042 members of the National Rural Electric Cooperative Association. John A. Baker, USDA's Director, Agricultural Credit, and Norman Clapp, newly appointed REA Administrator, addressed the delegates.

"Big Doings at Big D"



The Texas electric co-ops attracted big crowds by passing out free grapefruit and cattlemen's hats. Over 120 exhibitors presented displays at the NRECA meeting.

A special outdoor exhibit of heavy equipment was featured in the Auditorium's parking area. Here, prospective customers take a free ride aloft in a hydraulic lift.



An REA exhibit showed the television version of "The REA Story" to electrification leaders. An exhibit showing how the Rural Electrification Administration gives assistance to telephone cooperatives was featured at the NTCA show.



R for success: ELECTRICITY PLUS OIL

VIRGIL SHAW, manager of the Wood County Electric Cooperative, Inc. of Quitman, Texas, could not foresee, when he helped organize the co-op in 1938, the important role oil would play in its development. The first oilfield in the area—Hawkins Field—was not brought in until 1941, but it was quickly followed by many others, which fanned out in all directions from the heart of the town. Today, it is not possible to enter or leave Quitman without passing through at least one oilfield.

Hawkins Field used electricity only for lighting, but subsequent field loads have included increasing usage for electric oil pumps. In the last decade electric pumps have been gaining in popularity because they are easy and economical to operate and inexpensive to repair. Further, they can be started and stopped automatically by a clock device.

Last year, out of the 25 million kwh sold by the Wood County co-op, about 7 million were used by oilfields. Approximately 205 of the cooperative's members are oil wells operating out of about 15 fields.

In addition to this load, the cooperative serves the pipeline companies, which pipe the oil to refineries. These companies take over at the storage tanks in the fields. They provide a net-

work of pipelines (much like the tributaries that form a large river). The pipelines are laid underground, with small pipes beginning at the tanks. As these merge on the route to the refineries, some of which are 250 to 300 miles distant, they are connected to larger arteries. Each size of pipe must be served by a pump of adequate horsepower to keep the thick black oil flowing. The cooperative provides the electricity to power these pumps.

The life of an oilfield varies. For example, Hawkins Field is expected to continue to produce indefinitely. Others are estimated to have a life of 30 to 40 years. Still others may produce for as long as 100 years.

The oil industry has methods to prolong a field's life. In one field that was beginning to fail, the industry is using a procedure called "water flooding." By this method, the field has now been producing for an additional 5 or 6 years and prospects are for several producing years to come. At present, this field alone averages about 25,000 kwh per month.

In addition to its oil load and rural members, Wood County serves the town of Quitman, through 550 meters for its 1,237 people. Quitman is a town of attractive, well-spaced homes in the shadow of the towering oil derricks, which thrust their steel frame-

work skyward from yards and pastures. In many of the pastures, cattle graze between the oil wells.

Although the cooperative is an obvious success, Shaw has not become complacent. Both directly and indirectly he continues to promote electric usage.

Direct action includes promoting electric oil pumps and promoting other electric service in new fields. Presently, the co-op is negotiating to give service to 8 or 10 new wells.

Shaw, who says he has often been accused of being a one-man chamber of commerce, promotes the cooperative indirectly through public service.

"I feel," he says, quoting TV-comic Charlie Weaver, "that 'these are my people.' I love them all and I never expect to leave Quitman."

He has demonstrated his devotion to "his people" by serving 2 terms as Clerk of the District Court, 2 years as Deputy County Tax Assessor, and many years as a member of the Rotary Club. He is a past president of the latter and has the longest record of perfect attendance ever chalked up there—18 years, 1 month.

Shaw's people have reciprocated by their loyalty to him. Of the co-op's 50 employees, 11 have been with the

organization 20 or more years, 4 others have 15 to 19 years service, and only one man has ever quit his job outright. Nearly every co-op employee owns or is buying his own house and all are active in at least one civic enterprise. On February 1, 1961, the cooperative was proudly enjoying its 2,511th day without a lost-time accident. Another phase of the cooperative's indirect promotion, is a new "educational" building, completed in 1960. This building is mainly an auditorium with adjoining modern all-electric kitchen. The facilities are available to the community for civic activities, and demand for use of the building is substantial.

Shaw says, "During a 3-month period, practically every one of Quitman's 1,237 citizens and most of the people of the surrounding countryside have occasion to visit the building and admire its kitchen."

In 1938, the co-op served a total of 220 members taking an average of 30 kwh a month over 110 miles of line. Today it serves 7,200 consumers on 1,500 miles of line through 9 substations, and the average monthly consumption has risen to 325 kwh per member. Thus, Wood County Electric has grown beyond even Shaw's wildest dreams.

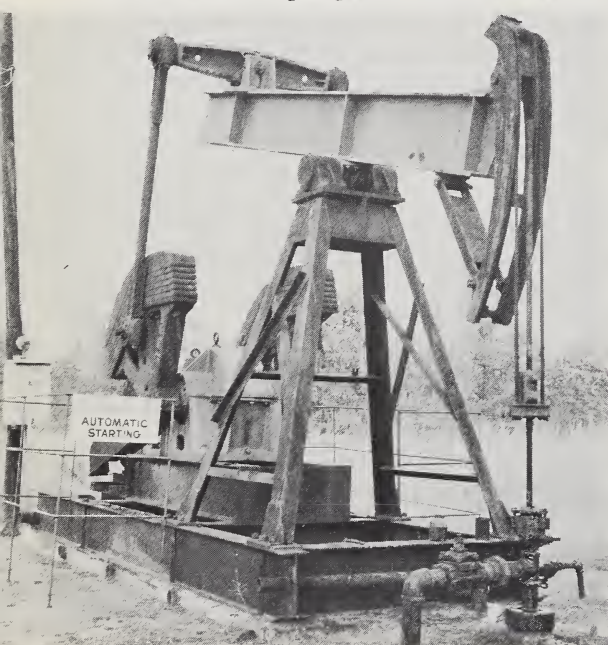


Electric pumps move oil to storage tanks in the field. Wood County Electric serves many of these pumps.



The smile of Virgil Shaw, manager of Wood County Electric, reflects his zest for the active life he lives in Quitman.

Wood County Electric Cooperative serves the automatic electric pumps of wells like this one.



Towering oil derrick



mark the Quitman landscape.

WE BURNED SHOE LEATHER



WHEN Mars Chadick, manager of the Peoples Telephone Cooperative at Quitman, Texas, was asked why he went into the telephone business, he replied, "I was raised in a rural area, and I knew what electricity and telephone service meant to country folks. The rural people around Quitman were receiving electric service from the REA-financed electric co-op and I wanted to see them get telephones."

Had Chadick and a handful of associates been less determined men, the Peoples Telephone Cooperative might never have gotten off the ground. When it was incorporated in 1950, it did not own even a lead pencil.

The first co-op office was a little room in the rear of the electric cooperative building. Virgil Shaw, manager of the electric cooperative, helped to get the telephone co-op started. Besides lending office space, he headed a board of incorporators comprised of directors of the electric co-op.

The board filed application for a charter, which was granted in 1950. In April 1951, each of the incorporators resigned and a director was named in his place. Thus a board of directors was formed.

Horace Cathy, a man with many years experience in organizing cooperatives, was elected president of the board. Cathy first helped organize the farmers' feed mixing and seed cooperative. Then he helped with the electric



Telephone linemen add line in the rapidly growing Peoples Co-op service area.

co-op. Finally came organization of a refrigeration co-op. After helping with the refrigeration co-op, Cathy decided he'd done his share and swore he would never affiliate with another cooperative enterprise. His wife, however, had other ideas. She wanted a telephone. It was at her urging that he took part in building the telephone program.

Today, Cathy still is president of the Peoples Telephone Cooperative, a position he has never regretted taking.

"In fact," he says, "I still get excited when a new subscriber comes in and asks for a phone."

After the new board was formed, Chadick was selected as manager of the co-op with the understanding that, if and when funds were available, he would receive a salary.

The co-op's next order of business was proving the feasibility of an REA telephone loan. Although the people around Quitman were eager for telephones, prolonged drought in the area had made money scarce and many felt they couldn't afford the membership fee and equity payment. The situation finally became so desperate that each director agreed to personally try to sign up 10 new members in a month's time. This extra effort proved to be the push that was needed to put the cooperative "over the top."

In December 1952, the first REA loan was approved to acquire the Golden exchange, a magneto system about 10 miles west of Quitman, serving about 123 subscribers. The cooperative had taken an option on Golden soon after organization. However, the time lag between preparations for the REA loan and release of funds—in February 1953—was so great that the option had to be renewed several times. A check was delivered to purchase the exchange only one day before the last option expired. The co-op had almost missed its "Golden" opportunity.

In April 1953, when further REA funds became available, Chadick received his first pay—and just in time! The day he banked his first paycheck, his personal balance stood at the grand sum of \$4.32. He had nearly reached the giving-up point.

Peoples cutover its first exchange in February 1955 and 4 more in quick succession; by April it had 5 exchanges giving all-dial service to 263 subscribers in the Quitman area.

Today these 5 exchanges are serving 1,145 main stations and plans for expansion are underway. Further, the site of a new office building has been staked out and both the board and the employees are looking forward to moving soon from the crowded, shabby offices they now occupy.

Cathy says that an important factor in the co-op's success was literally "burning shoe leather" in the early days.

And Chadick adds, "Our progress would not have been possible without the continued untiring efforts of the board of directors, the manager, and the employees pulling together."

Horace Cathy, president of the Peoples Telephone Cooperative works closely with Mars Chadick, its manager.



The People's Telephone Co-op maintains a PBX at this large oil refinery.





East Ascension's central office is housed in this trim, brick building opposite the company's new headquarters on the outskirts of the town of Gonzales, La.

The Telephone Bankers of Gonzales

TWO generations of Bankers have helped the East Ascension Telephone Company grow from a switchboard in the kitchen to three modern dial exchanges. East Ascension, located at Gonzales on the edge of the Louisiana bayou country 7 miles from the Mississippi River, was started in 1935 by the late Fred N. "Mike" Banker, Sr.

Before installing his first 50-line magneto switchboard in a little room off his family's living room, Banker had been a telephone construction foreman for another company. He and his wife began operating their own firm without any outside help, and since Banker also owned a power and telephone line construction business, a major part of the telephone company's

operation fell to Mrs. Banker.

Her experience served her well when her husband entered the armed forces in 1942, leaving the whole business in her hands. Mrs. Banker recalls that rough years followed. The three Banker children—Fred, Jr., Albert Joseph, and Ruth Beryl—were too young to be of much help, although Albert, who answers to the name of "Buck," began climbing poles when he was 12. He even had a pair of cut-down climbers made for him by his father. Ruth, nicknamed "Roofie," helped on the switchboard while she was attending high school.

It was impossible during the war years to hire a switchboard operator. Mrs. Banker called on family and friends, and anyone who could push

a plug into a jack was pressed into service. She herself worked around the clock—as switchboard operator, billing clerk, and, at times, as trouble shooter.

By 1946, the company had grown from the original 50 stations to about 200. That year, Fred, Jr.,—also called “Mike”—graduated from high school and entered the armed service. Buck, a year younger, was doing all the outside maintenance work, and he remembers well the days when willow trees did service as telephone poles.

“Some of the outside lines,” he recalls, “consisted of the two top strands of barbed wire fences.” One such line, following the old Jefferson highway from Gonzales to an outlying area,

worked fine until a farmer decided to put a gate in his fence—thus ending telephone service to that area.

When the elder Banker came out of service, he returned to the line construction business, while Buck continued to do all of East Ascension’s outside work and his mother held the fort on the inside. Later, Mike came out of the service, too, and he went to work for another telephone company as a station installer to gain practical experience. In 1949, Buck was married and his bride, Evelyn, took over as switchboard operator.

East Ascension was incorporated in 1950, with Banker as president, Mrs. Banker as vice president, and Dr. Myer Epstein, a family friend who

Buck Banker, vice president of East Ascension, still does some mechanical work. Here he checks a jumper on the main frame of the automatic dial exchange.





The Bankers like to fish in their spare time. Mike caught this 7' 2" sailfish.

helped organize the company, as secretary-treasurer, a post he held until his death last year. The company was the first in Louisiana to apply for an REA loan. It was serving 250 subscribers by then.

The Bankers opened a temporary

office in the local bakery to advertise the proposed new service and to take applications for dial telephones. They picked up 600 prospective subscribers, bringing the total to 850 at cutover. Although the company's first REA loan was approved in 1950, cutover did not take place until 1953; it took 3 years to build the plant. Mrs. Banker was probably the happiest member of the family at cutover. She had finally gotten that switchboard out of her kitchen.

Mike joined the company at cutover, a year before Fred Banker, Sr. died in 1954. Beginning as line station installer-repairman, Mike worked his way through the company's varied operations to his present position as president.

Meanwhile, at cutover, Buck graduated from outside work to central office manager. He recalls some of the early experiences subscribers had with their dial phones. One in particular started out as a trouble call. The subscriber reported that his phone wasn't working. The repairman, after a thorough check, could find nothing wrong and told the gentleman so.

"What did you say?" the subscriber asked in a very loud voice. The repairman immediately found the seat of the trouble. The subscriber needed a new battery in his hearing aid.

This same subscriber requested a light to replace the bell for night use since he did not wear his hearing aid to bed and therefore could not hear the ringing of the phone. It hadn't occurred to him that he wouldn't be able to see the light in his sleep.

Today, Buck Banker who looks like a college boy, is vice president of East Ascension, and he continues as central office manager. The company, meanwhile, has grown to 3,500 subscribers on 305 miles of line (about 8 stations per mile) through 3 exchanges. It has already outgrown the modern office

building, constructed in 1957; an addition was built this year.

As the company has grown so has its staff. In 1957 Roofie's husband, Arthur "Art" Scanlan came into the company as secretary-treasurer and outside plant manager. He brought with him 11 years experience in many phases of telephony.

John "Paco" Kling also joined the

Darrel Wingerter, installer-repairman, checks terminal on central office cable.



company about 3 years ago. He manages the office and keeps the books. Mike's mother is still active in the company, in the capacity of chairman of the board.

Although East Ascension is 75 percent family-owned, several nonfamily members of the board of directors are important to its operation. Included among these are J. Leo Stevens, Joseph Sherman, and Gershwin Finkelstein.

Civic activities in and around Gonzales are high on the list of the company's projects. For example, the corporation sponsors a Babe Ruth little league baseball team and helps support a grammar school football program. Paco Kling coaches them.

Mike Banker is a member of the board of directors of the Gonzales Chamber of Commerce, which recently sponsored a Hart Burke day for a local boy who played football on the Louisiana State University squad the year they were the national champions. Further, Mike was elected president of the Louisiana State Telephone Association at their meeting held at Shreveport in February.

Both Buck and Mike take an active interest in the Gonzales volunteer fire department. Buck is now its president and Mike is a past president.

In addition to these activities, the East Ascension Telephone Company handles the mailing job for the March of Dimes Campaign each year.

Although East Ascension has come a long way since the "switchboard in the kitchen" days, the Bankers do not feel that their job is finished. They are now looking forward to serving a \$50 million industrial complex which expects to locate about 13 miles from Gonzales. Further, one new exchange to be built in Sorrento, 5 miles from Gonzales, is in the final planning stages. It will probably be in operation by the end of the year serving 300 additional main stations.

A stylized world map graphic, rendered in a light gray tone, showing the continents. It is positioned behind the main title text.

WORLD POWER CONFERENCE 1962

EMPLOYEES of any REA electric borrower, if members of the American Institute of Electrical Engineers or any of the professional engineering societies, are eligible to participate in the Sixth Plenary Meeting of the World Power Conference, to be held October 20-25, 1962, in Melbourne, Australia.

The theme of this conference will be "The Changing Pattern of Power" and the U. S. Committee, as one of the 59 national committees from countries throughout the world making up the World Power Conference, has been allotted 20 technical papers to be submitted to the Australian National Committee. A list showing title, author, and a brief outline of the scope of each paper is to be furnished the Australian Committee by June 30, 1961.

The U. S. Committee is composed of three major groups of participating members. These groups include professional engineering societies such as the American Society of Mechanical Engineers and the A.I.E.E.; industrial, utility, or similar associations; and, Federal and State government bodies, including the Rural Electrification Administration, Atomic Energy Commission, Federal Power Commission, Bureau of Mines, Bureau of Reclamation, and the U. S. Army Corps of Engineers.

Membership in a national committee is not a prerequisite to participation in the technical meetings of the confer-

ence, but all participants must register through their national committee. Interested parties in the United States, who are members of any of the three participating groups, may write to the Secretary, U.S. National Committee, World Power Conference, 29 West 39th Street, New York 18, New York, for information on plans for participation in the Melbourne meeting.

Founded in 1924, the World Power Conference is a nongovernment international organization with headquarters in London, England. Its objectives, as stated in its constitution, are "the development and peaceful use of energy resources to the greatest benefit of all, both nationally and internationally by considering the potential resources and all the means of production of energy in all their aspects; collecting and publishing data on energy resources and their utilization; and holding conferences of those concerned in any way with surveying, developing, or using energy resources."

Development of the 1962 Plenary Meeting is expected to emphasize the changes that have taken place in all power production, transportation, and utilization techniques since the fifth conference held in 1956 in Vienna, Austria, and to include forecasts of expected future developments.

Copies of the technical program and registration forms are available from the U. S. National Committee.



Richard A. Dell
Appointed Deputy
Administrator

Richard A. Dell, veteran of 23 years experience in cooperative rural utility service, assumed his duties as Deputy Administrator of the Rural Electrification Administration on March 1, 1961.

Mr. Dell, a Georgian, played a major role in developing sound loans and strong cooperatives to bring electric service to farmers in the sparsely settled rural areas of the northern Great Plains. He also helped to develop REA's telephone loan program shortly after it was authorized by Congress in 1949.

From March 1955 until his appointment, Mr. Dell was on the staff of the National Rural Electric Cooperative Association, an organization of REA electric borrowers, in Washington, D. C. His most recent position with NRECA was director of the Legislative and Research Department.

Before joining NRECA, Mr. Dell had spent 18 years with REA, starting in June 1937 as a power use specialist in the field. Rising through positions of increasing responsibility, he served consecutively as head of three REA divisions: Applications and Loans, Telephone Loans, and Program Analysis. Earlier Federal service included jobs with the General Accounting Office and the Agricultural Adjustment Administration. At one time, he was residential sales supervisor with commercial electric companies in Tennessee.

As head of an operating section in REA, Mr. Dell helped farm people to prepare feasible loan applications to finance the first rural power lines in parts of Minnesota and the two Dakotas. The cooperatives he helped create are thriving service organizations today. He is a determined advocate of area coverage for rural electric and telephone service.

Mr. Dell was born on a farm in Screven County, Georgia, on December 1, 1906. He received a Bachelor of Arts degree from Emory University, Atlanta. Mr. Dell and his wife, and one daughter Susan, live in Falls Church, Virginia.



These long span wires in the Tyler system show a partial ice loading during a sleet storm. Service has continued even when the wires were completely frozen in.

Long Span Again Proves Worth

SUBSCRIBERS of the Tyler Telephone Company, Tyler, Minnesota, no longer worry about their telephone service being disrupted because of ice and storm damage. For the third consecutive time, the long span insulated aerial wire used in portions of the Tyler system has successfully withstood damage from ice loading and wind with no service cutoff.

The long span concept relies on span lengths long enough and wire just high enough above ground so that, when loaded with ice, the wire will rest on the ground before the tension exceeds its elastic limits. Fifty-five percent of rated breaking strength was selected as the critical point in designing the system.

On page 13 of the March 1960 issue of **RURAL LINES**, a story on field-testing of long span construction at Tyler pointed out that service was uninterrupted even under the first severe strain of the rugged Minnesota storms.

On November 28, 1960, long span again proved its worth under the most adverse conditions. A sleet storm covering the Tyler system deposited about an inch of ice on the aerial open wire throughout the area. To make matters even worse, winds up to 70 miles an hour were recorded during the time of maximum ice loading.

Harold L. Ericson, president of the Tyler company, reported that the long span system definitely withstands ice storms that cripple conventional tele-

phone plants.

In the Tyler area, long span construction involved about 300 miles of plant. About 100 miles of system is of conventional construction. The long span portion had only one pole failure and two conductor pullouts. The pole failure occurred during the time of the



Long span wires resist breaking even when buried in ice for several months.

high wind conditions and had about 300 to 400 feet conductor on either side of the pole not on the ground. It hasn't yet been determined whether the pole was defective.

All spans over 550 feet were on the ground and, during the entire period of ice loading, the plant continued to operate satisfactorily.

The conventional construction had 33 pole failures, 200 wire breaks, 35 wood bracket failures, 35 drop wire breaks, and over 200 poles leaning so far that they will have to be straightened in the springtime. Toll lines operated by another commercial company serving the same area were out of service for 5 days.

The adjacent telephone project built in a conventional fashion had 116 pole failures and some wire breaks. Information is not yet available on the extent of anchor pullouts, poles in need of realignment, and insulator failures.

Ericson states that the performance of long span conclusively proves the worth of this construction in avoiding major storm damage to telephone systems. The all-insulated wires enable the system to continue operation even though it is in ice and snow and frozen in for 3 or 4 months.

Even if the subscribers in the Tyler area can't visit their friends during the winter season, they're now able to at least call them and talk about the weather—and about the complete service they're now receiving.



Employees of Tyler Telephone Company remove snow and ice from buried wire.

Administrator's Message

(Continued from page 2)

—has been challenged by private power interests. It is a matter both of equity and protection of REA's investment in these cooperative systems that they be allowed to continue to serve the areas they developed in good faith.

3. We must unlock the same reservoirs of local energy and leadership in carrying forward the rural telephone program that proved so effective in rural electrification. This means a greater emphasis on telephone cooperatives to bring telephone service to rural areas long neglected by commercial companies.

4. Finally we must stand ready to do our part in applying to the needs for greater growth and improvement in rural communities the know-how of rural community improvement learned over the years in the rural electrification program. The lessons and the success of REA can have a wide application in achieving greater economic growth and social progress in rural America.

In taking office I pay special tribute to the hundreds of REA employees, past and present, and to all the thousands of citizen leaders in the rural electrification and telephone programs across the Nation who have made REA's great record of achievement.

I invite the ideas and the counsel of all people in helping REA operate programs that are dynamic and responsive to the needs of rural people, and I hope and trust I will have their wholehearted support and cooperation as we move on to meet the challenges of the New Frontier.


Administrator